GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6304
ANSWERED ON:12.04.2017
Advertisements on News Channels
Devi Smt. Veena

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the news channels spend more time on telecasting advertisements than news;

(b) if so, the reaction of the Government in this regard;

(c) whether the Government has estimated the time utilized for advertisements; and

(d) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (d): Advertisements telecast on private satellite TV channels are required to be in conformity with the Advertising Code prescribed under Cable Television Networks (Regulation) Act, 1995 and the rules framed thereunder. Rule 7(11) thereof provides that "No programme shall carry advertisements exceeding twelve minutes per hour, which may include up to ten minutes per hour of commercial advertisements, and up to two minutes per hour of the channel's self-promotional programmes".

Further, Telecom Regulatory Authority of India (TRAI) notified the regulation 'Standards of Quality of Service (Duration of Advertisements in Television Channels) (Amendment) Regulations 2013' on 22.3.2013 further amplifying the above quoted rule.

This provision has been challenged by the broadcasters before the High Court of Delhi and the matter is sub-judice.

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